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FIG. 1  
PRIOR ART

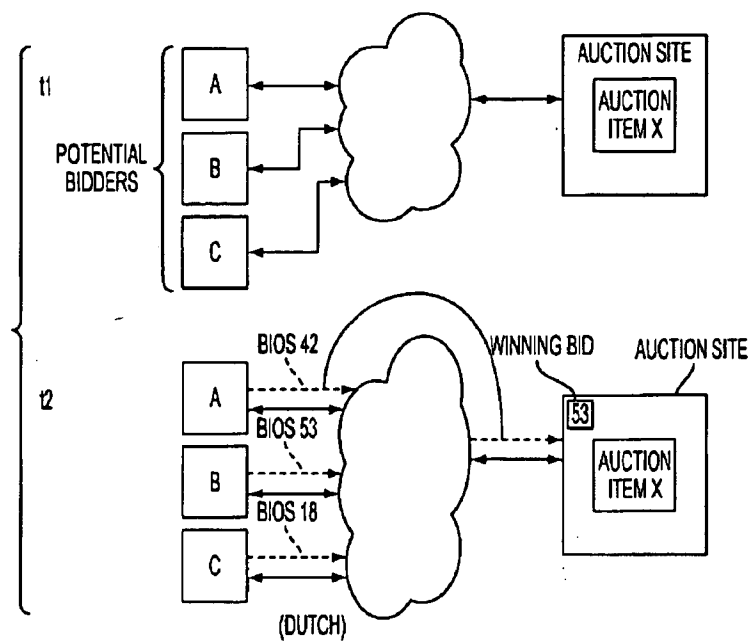


FIG. 1

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FIG. 2  
PRIOR ART

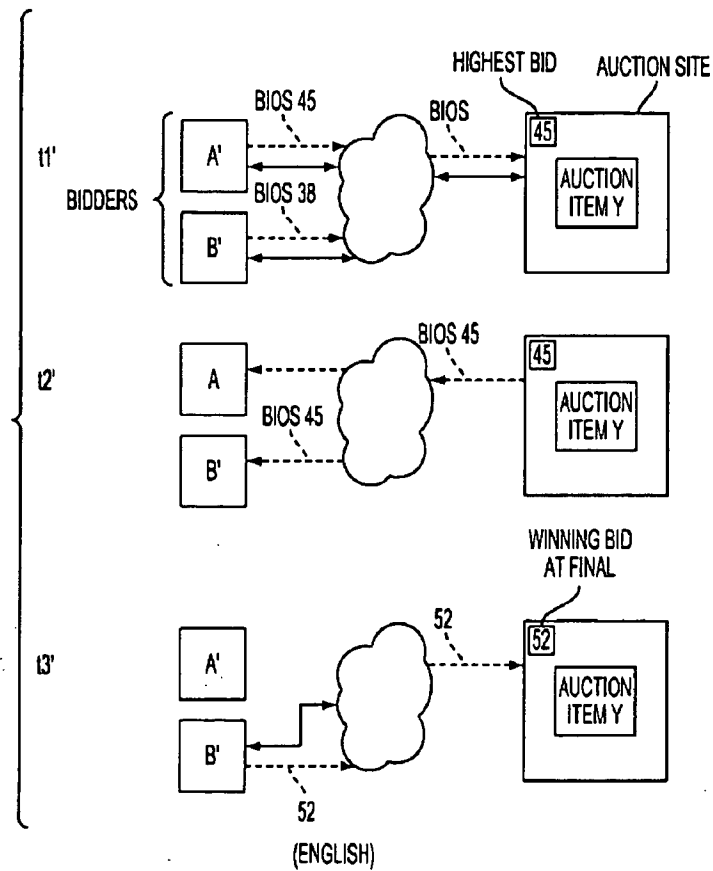


FIG. 2

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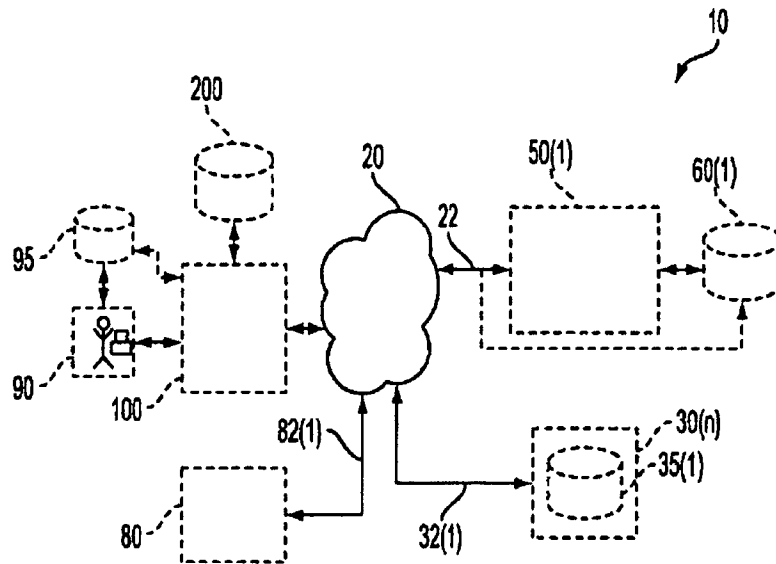


FIG. 3

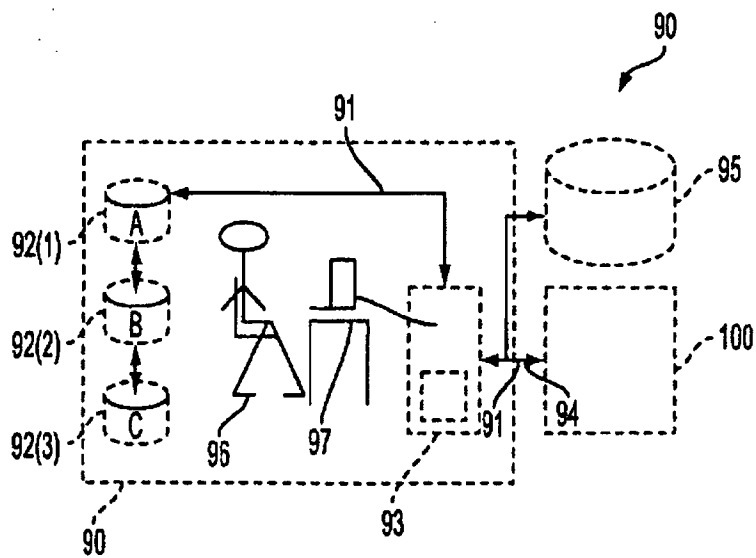


FIG. 4

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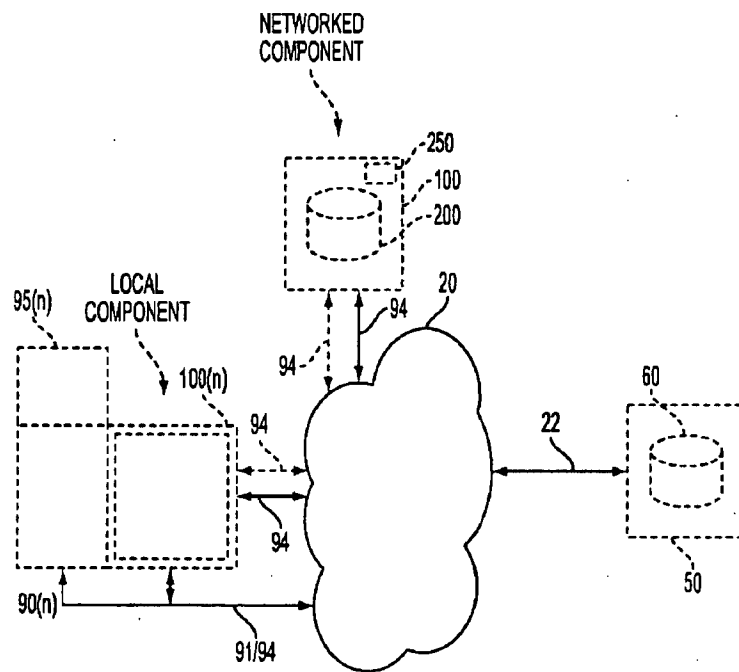


FIG. 5B

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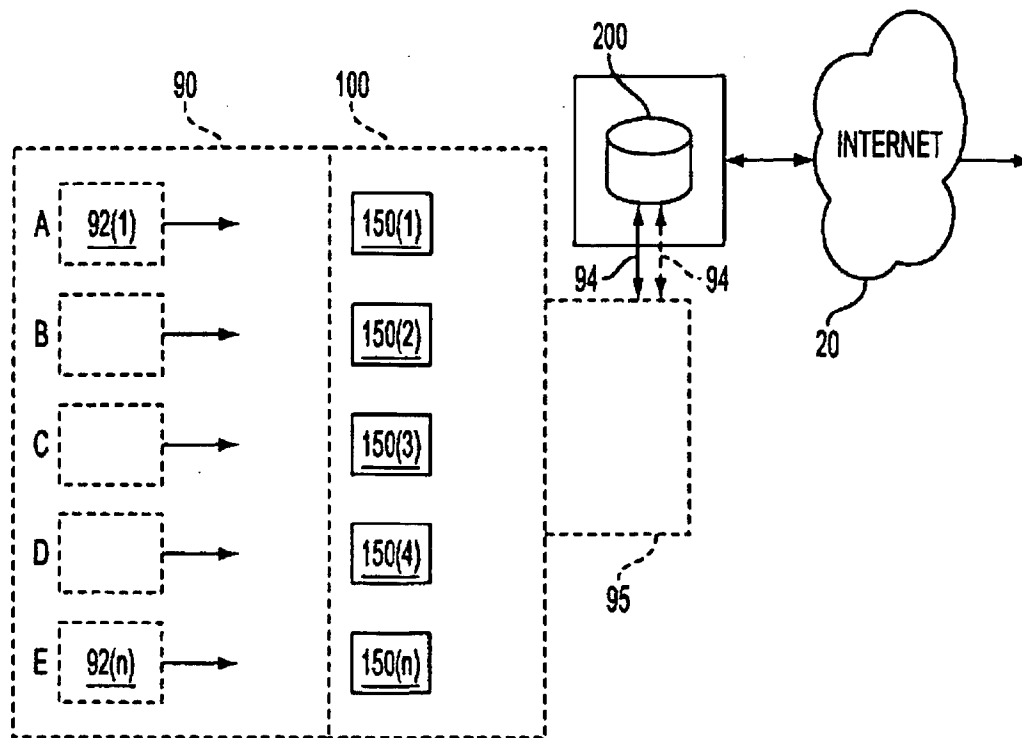


FIG. 6

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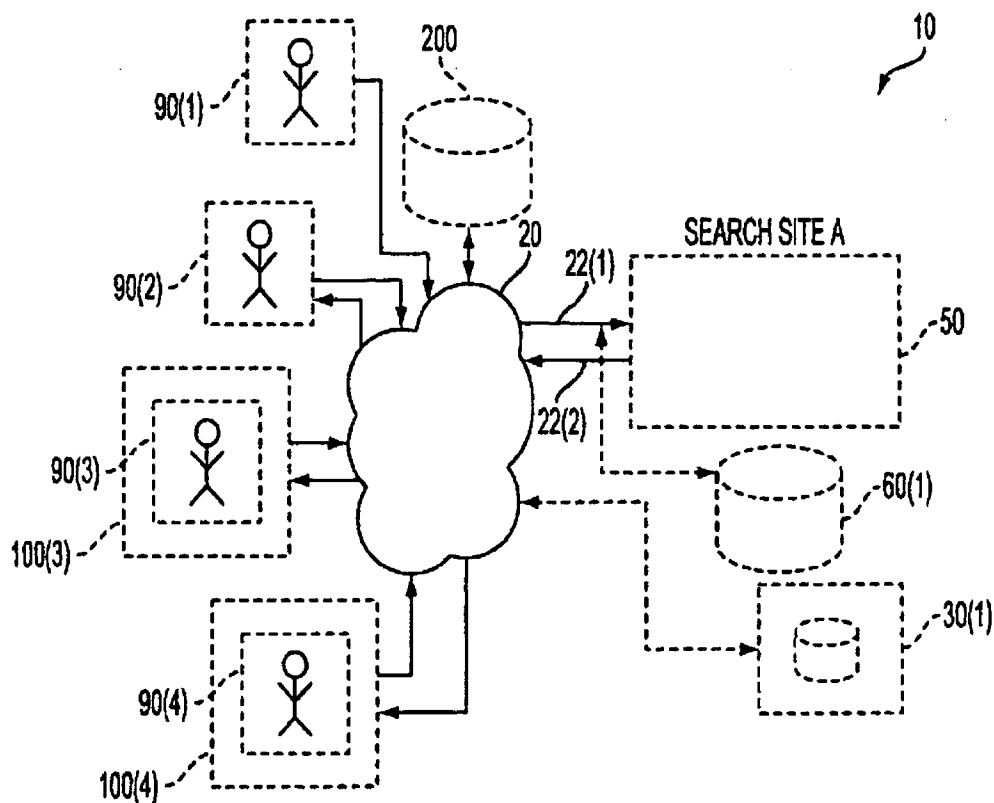


FIG. 7

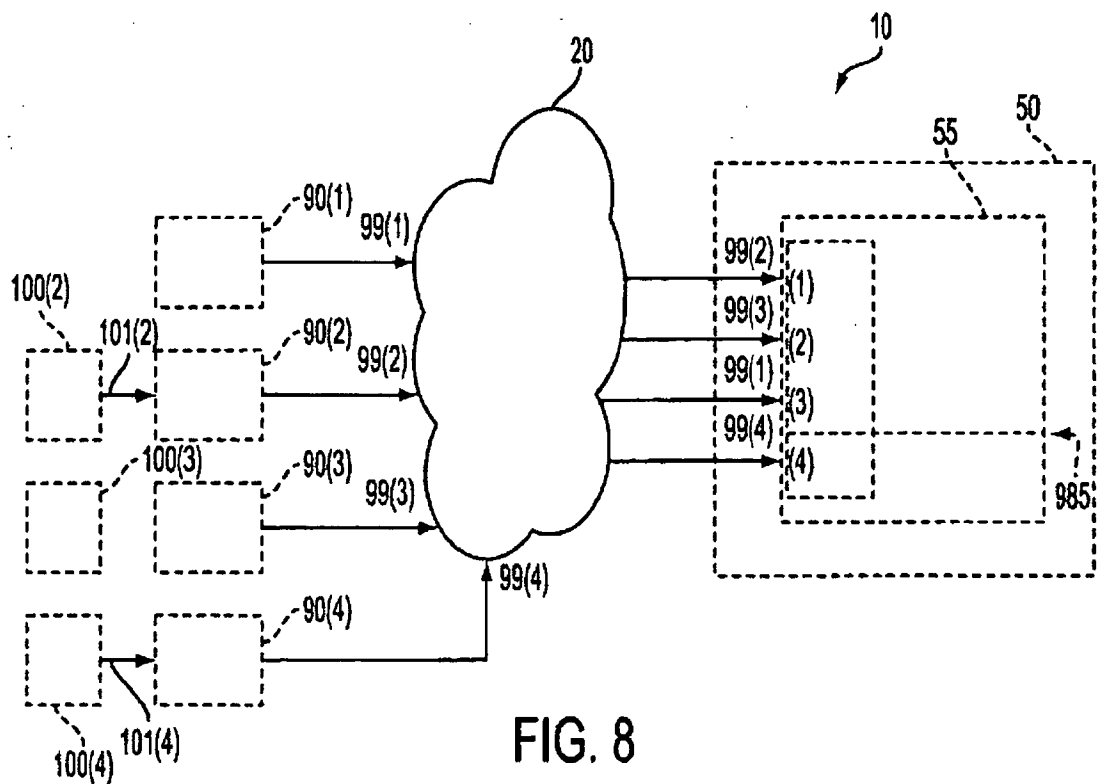


FIG. 8

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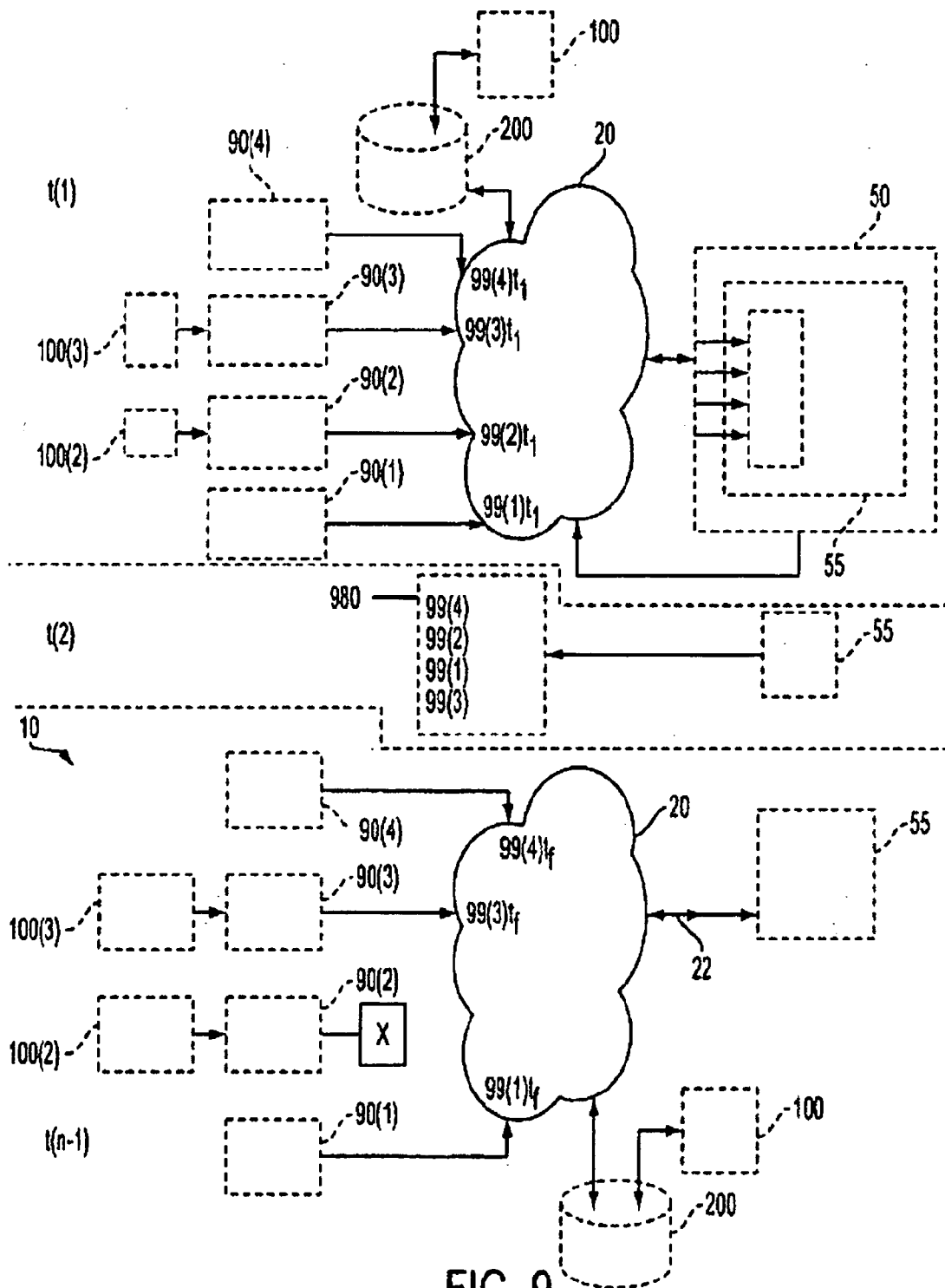


FIG. 9

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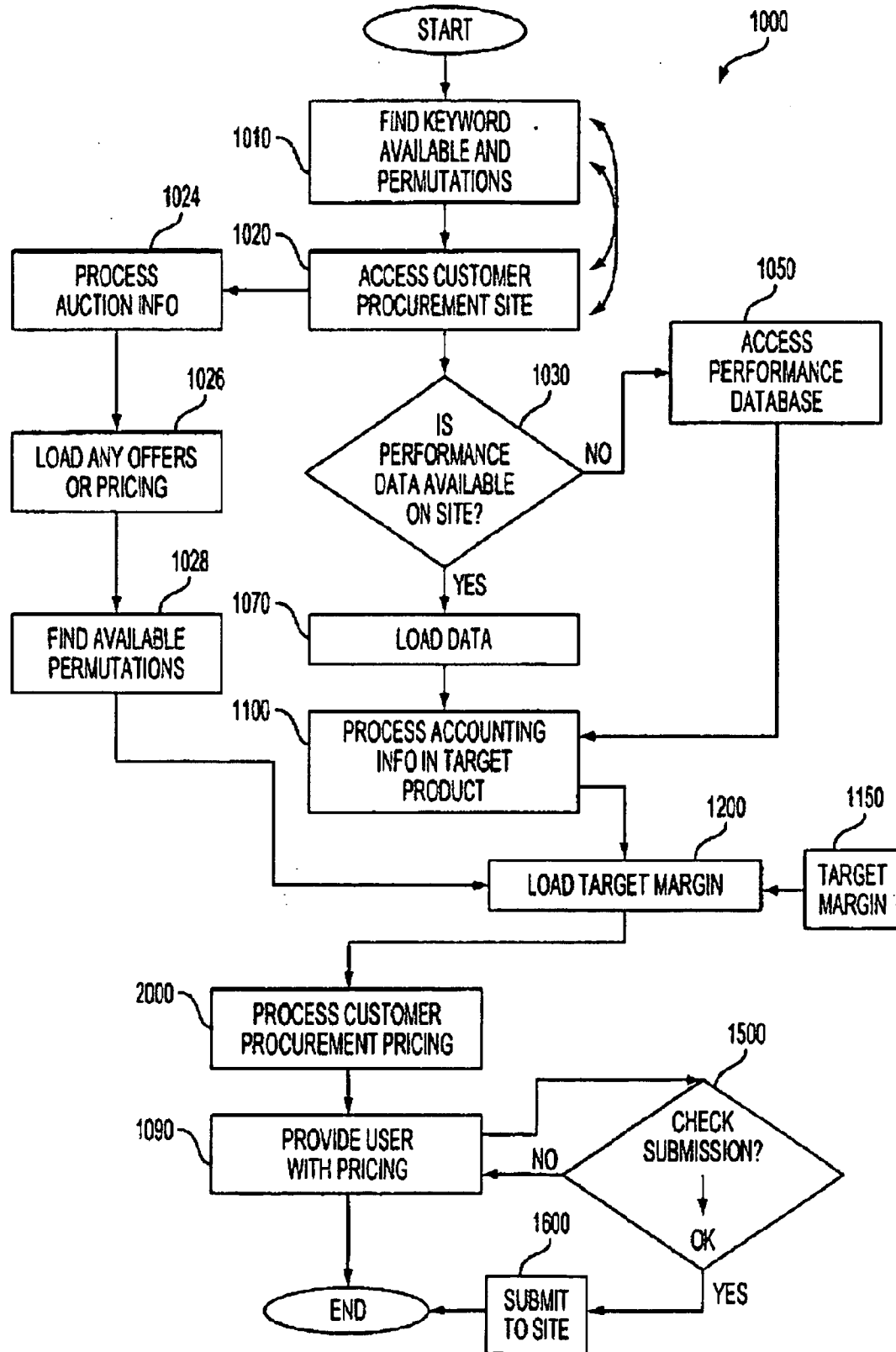


FIG. 10



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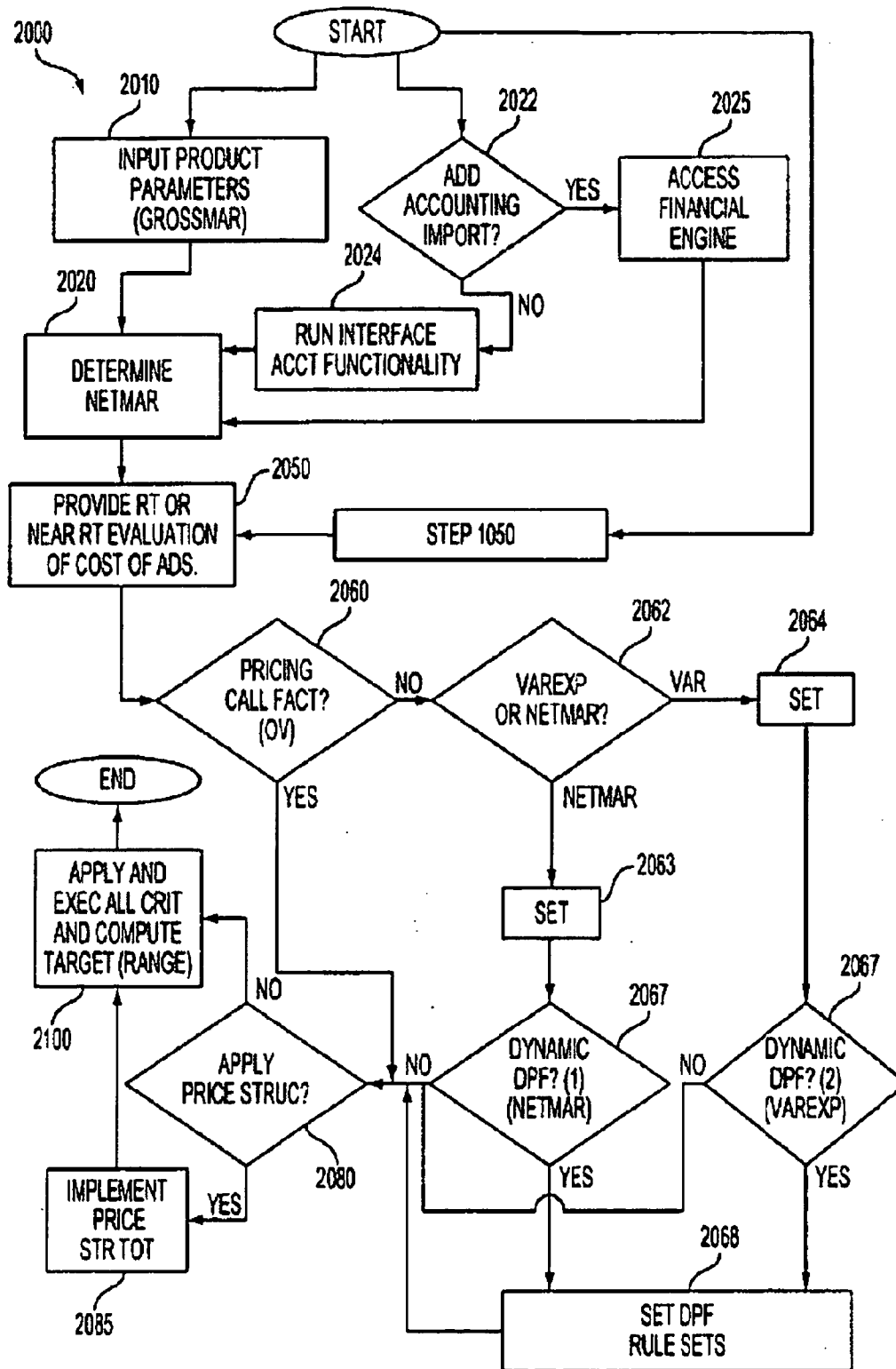


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

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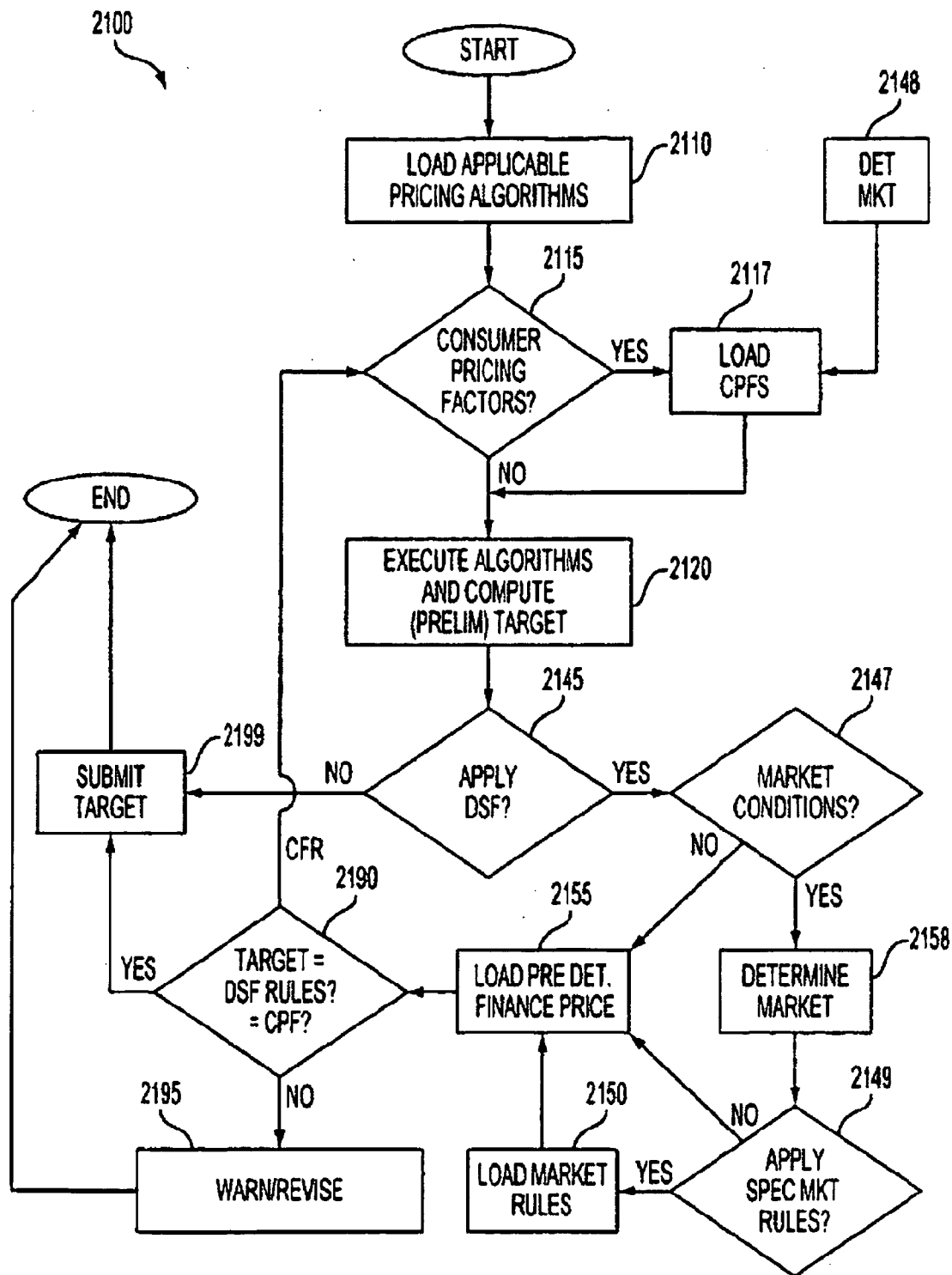
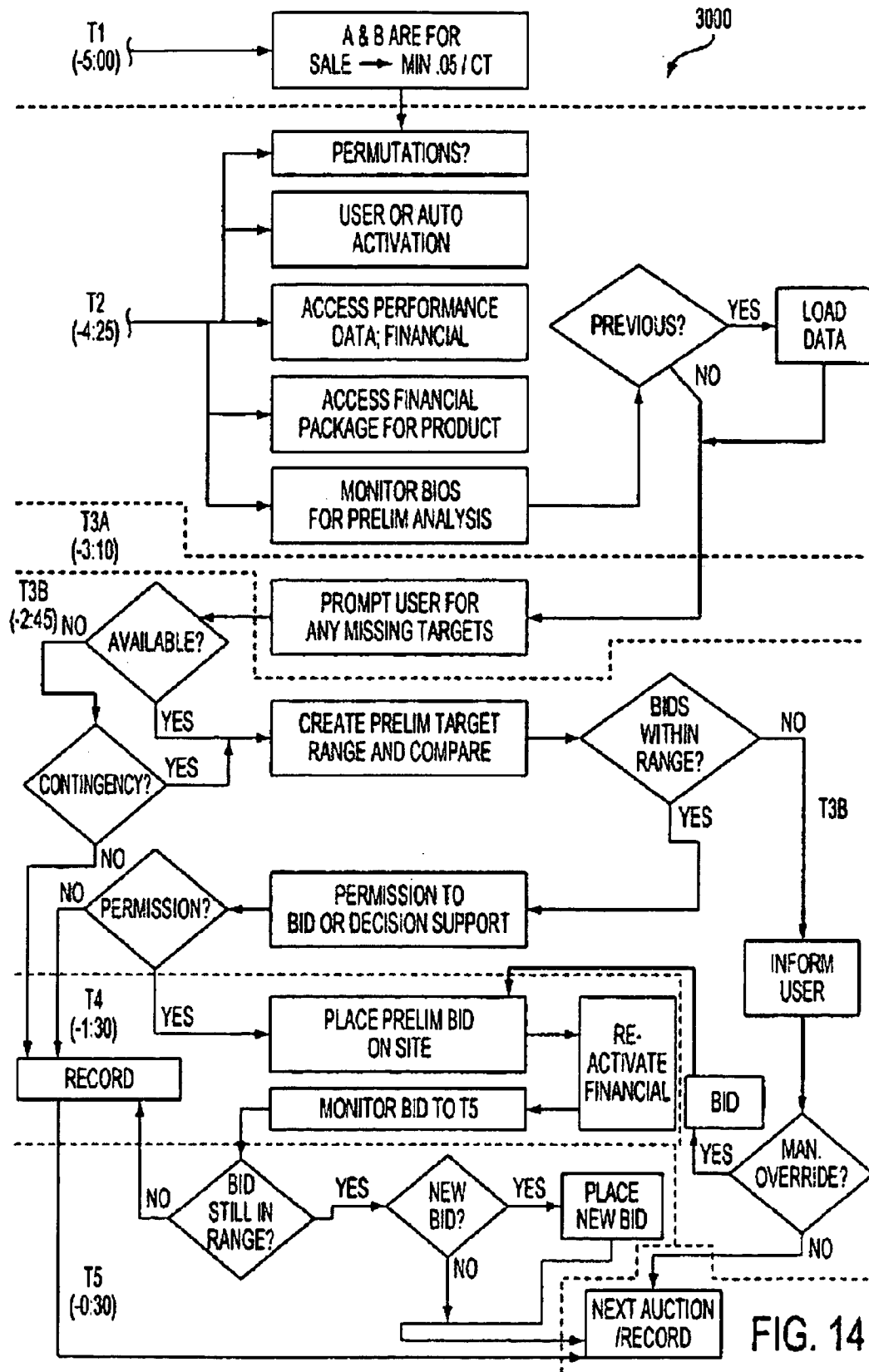


FIG. 13

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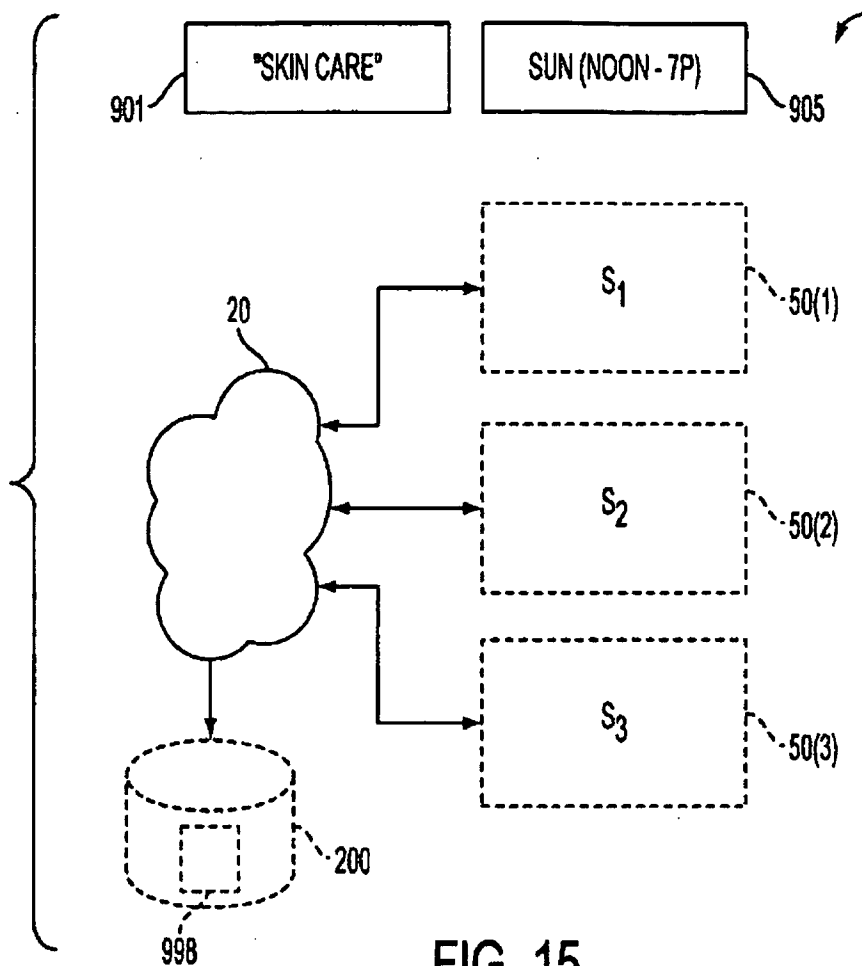


FIG. 15

KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
"SKIN CARE"		SUN			
	50(1)	1 - 4P	0.27	X	
	50(2)	ALL DAY	0.15		
	50(2)	1 - 6P	0.24		
	50(3)	ALL DAY	0.17		
	50(3)	WEEK	0.125		

FIG. 16

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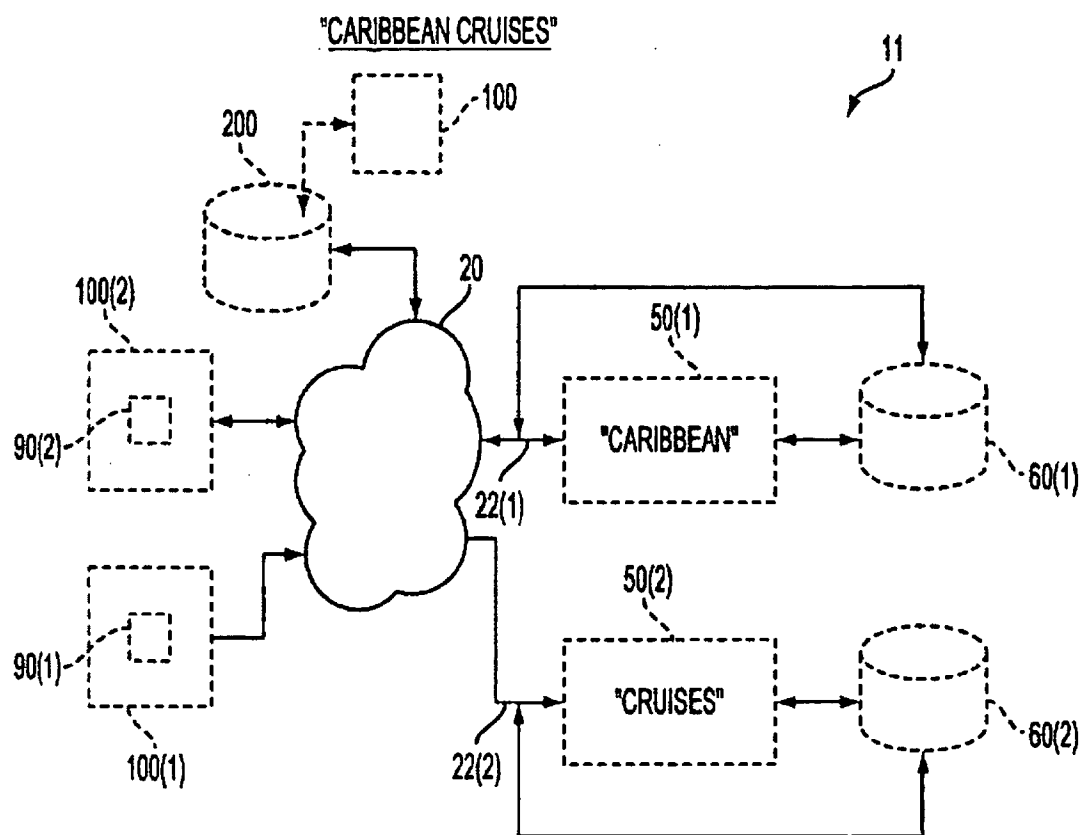


FIG. 17

		PRICE			
	$S_1$	$S_2$			
	"CARIBBEAN"	"CRUISE"			
	.47	.87			
		PERFORMANCE	CLICK-THROUGH		
$S_1$	$S_2$	$S_1$	$S_2$		
CARIBBEAN	CRUISE	CRUISE	CARIBBEAN		
1.75 / MIN	1.21 / MIN	1.82 / MIN	2.67 / MIN		

FIG. 18

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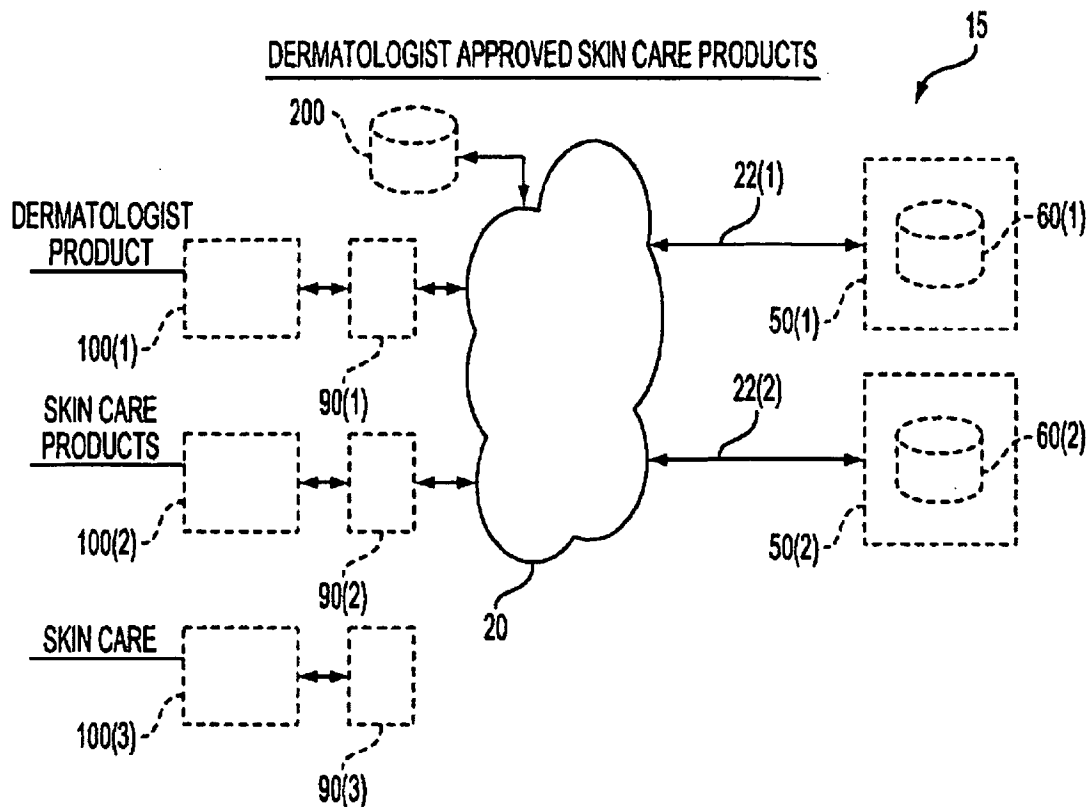


FIG. 19

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FACTORS

SITE		$S_1$	$S_2$	
PERMUTATION ELEMENT	$P_1E_1$	1.3	.82	$S_1$
	$P_2E_1$	.05	.03	$S_2$
	$P_3E_1$	.72	.64	$S_1$
	$P_1E_2$	1.8	1.5	
	$P_2E_2$	.72	.63	
	$P_3E_2$	.81	.75	
	$P_1E_1E_2$	1.0	1.15	
	$P_2E_1E_2$	.73	.71	
	$P_3E_1E_2$	.61	.60	

FIG. 20

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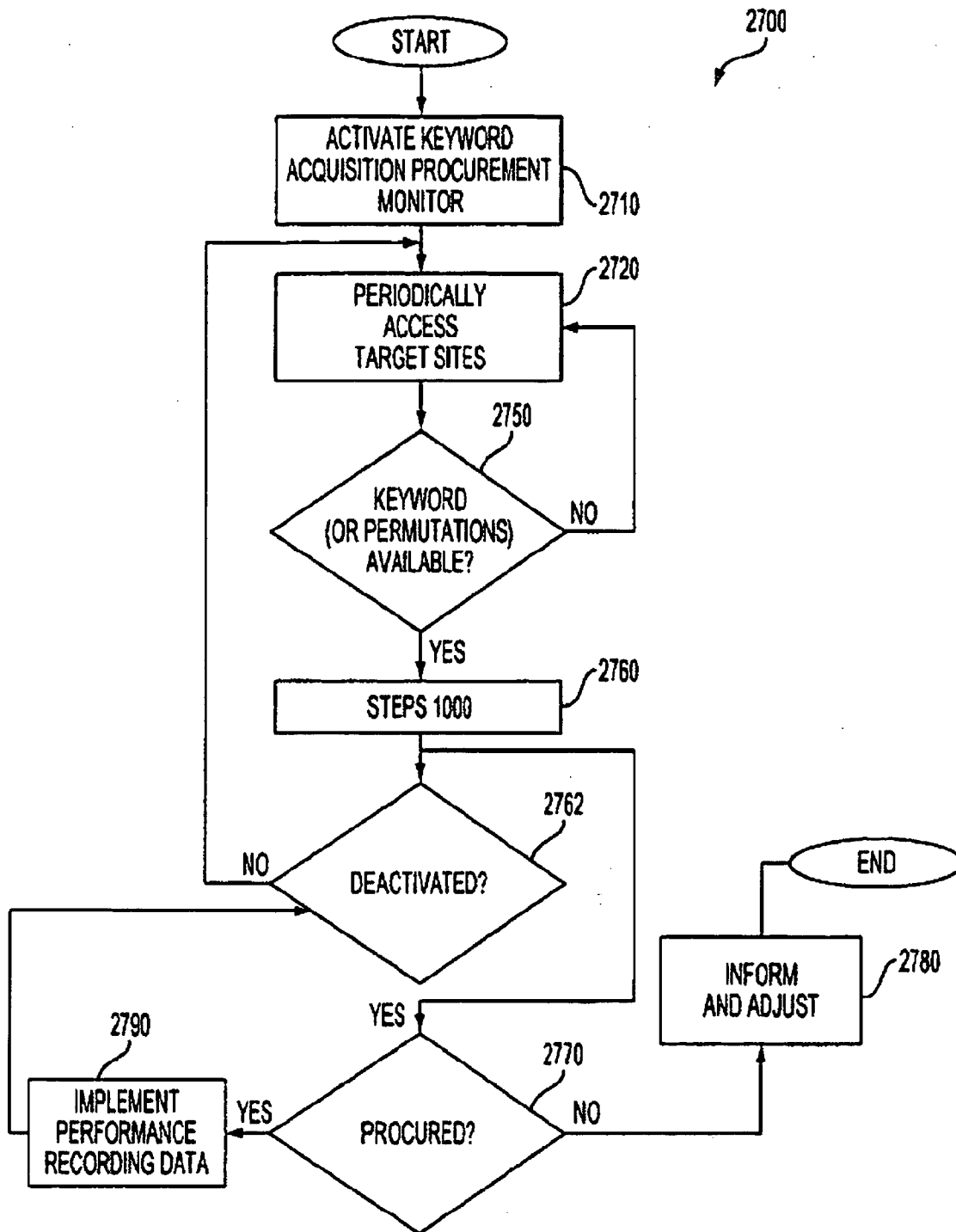


FIG. 21



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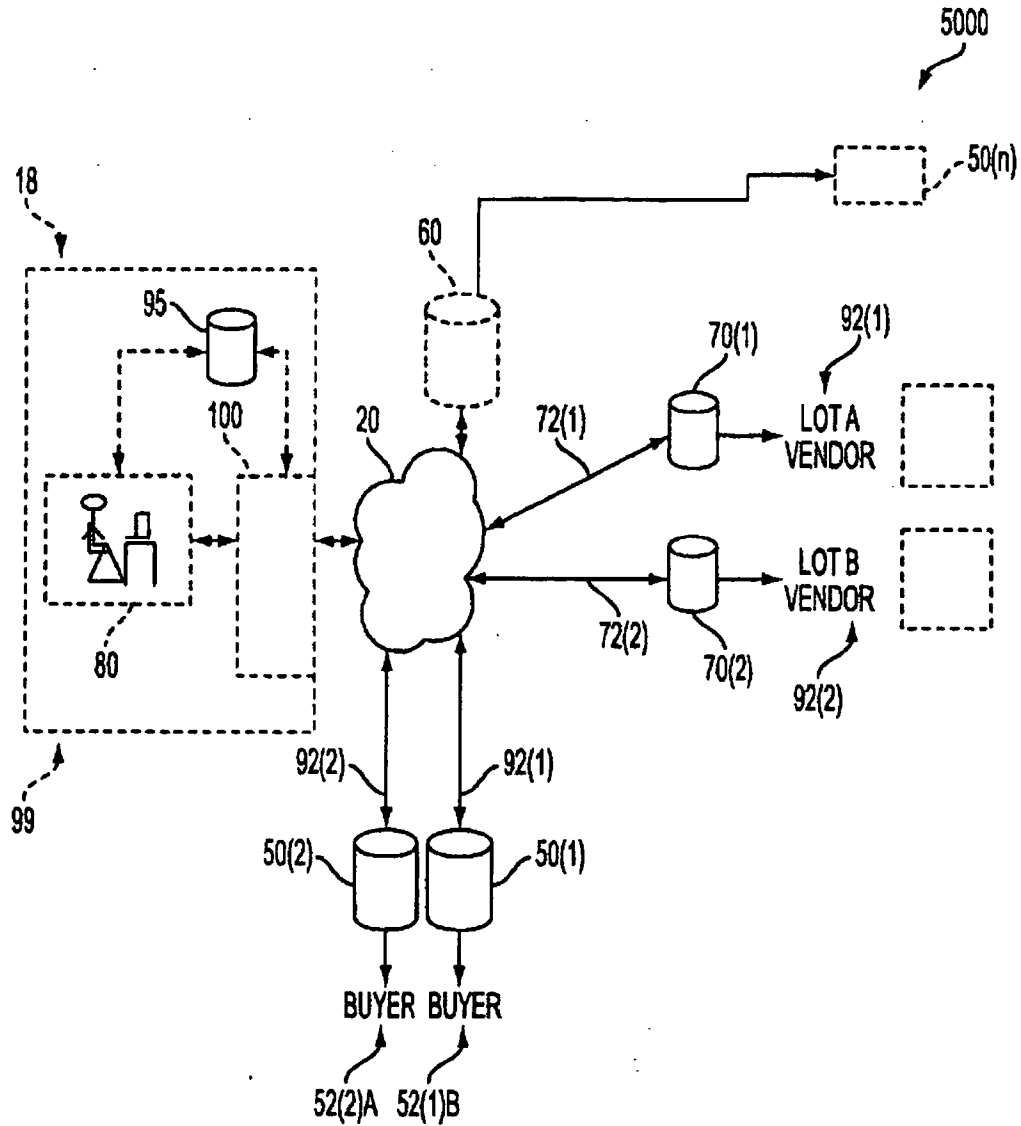


FIG. 22

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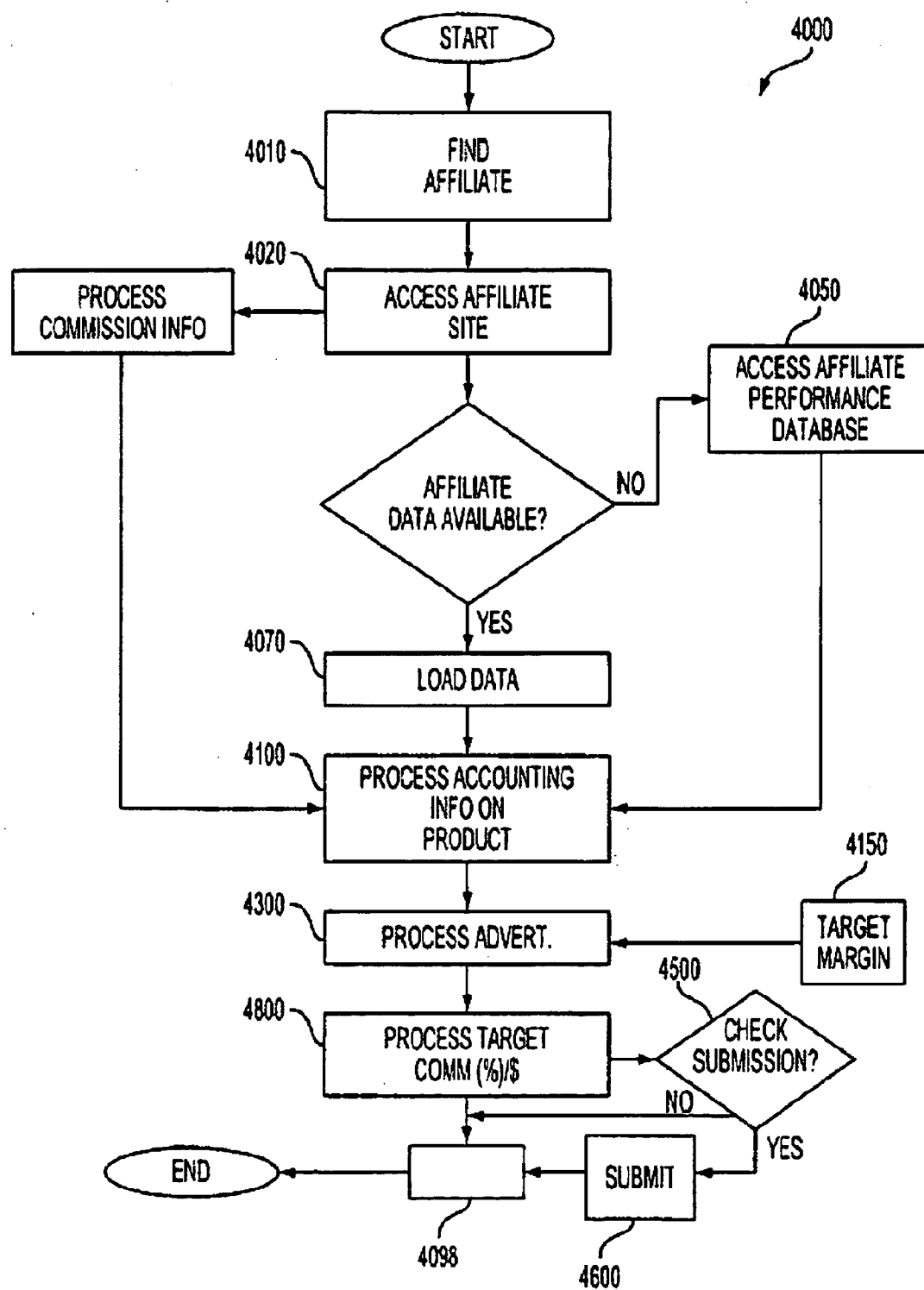


FIG. 23

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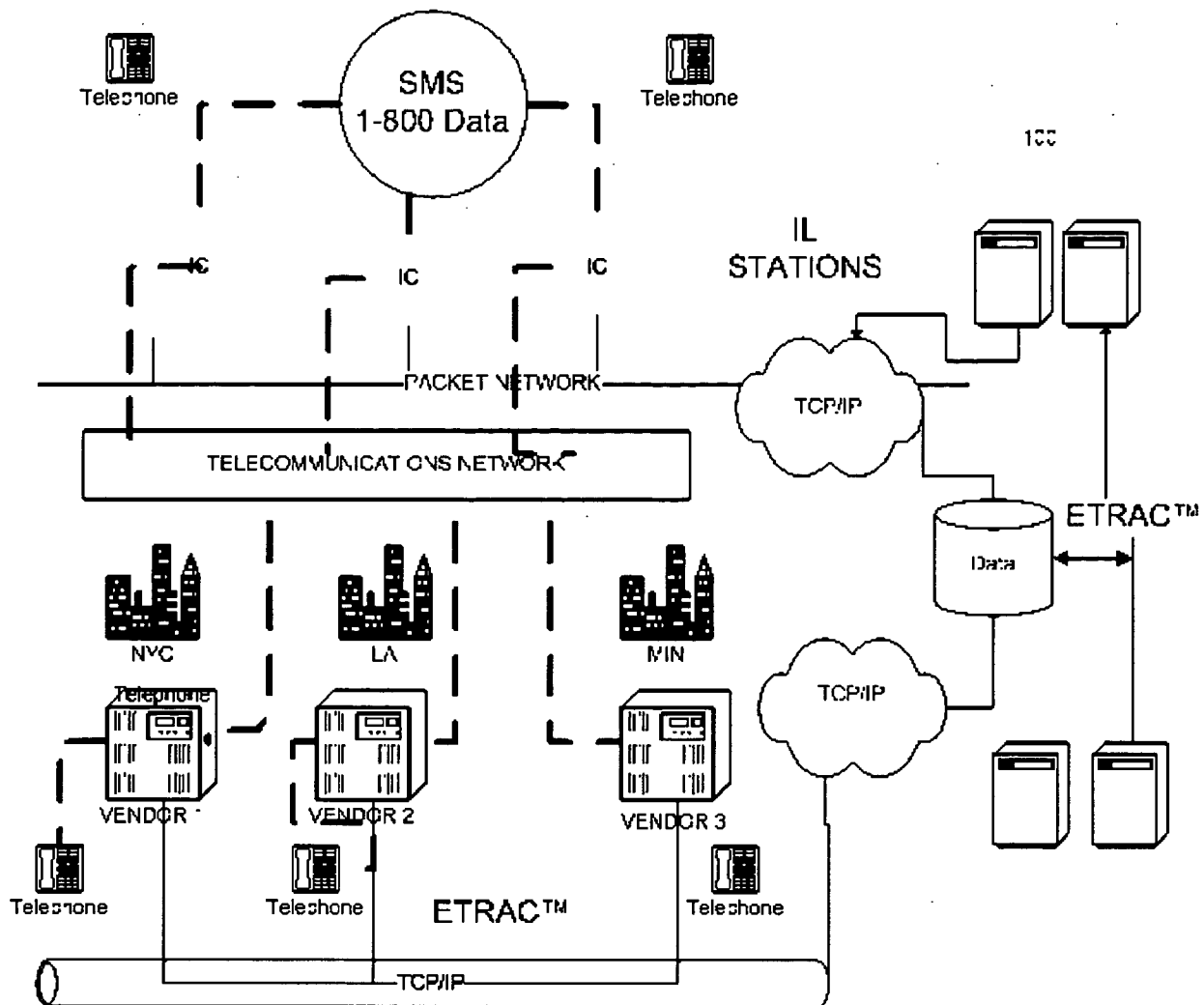


FIG. 24

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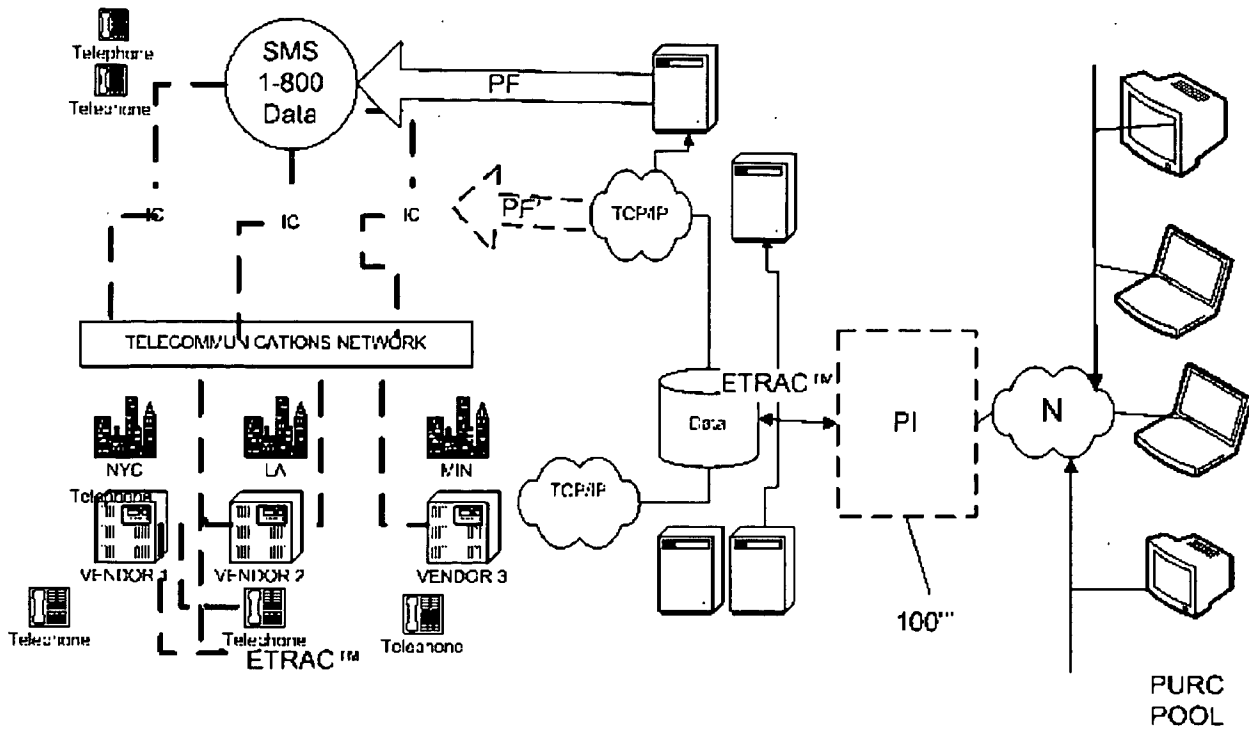


FIG. 25

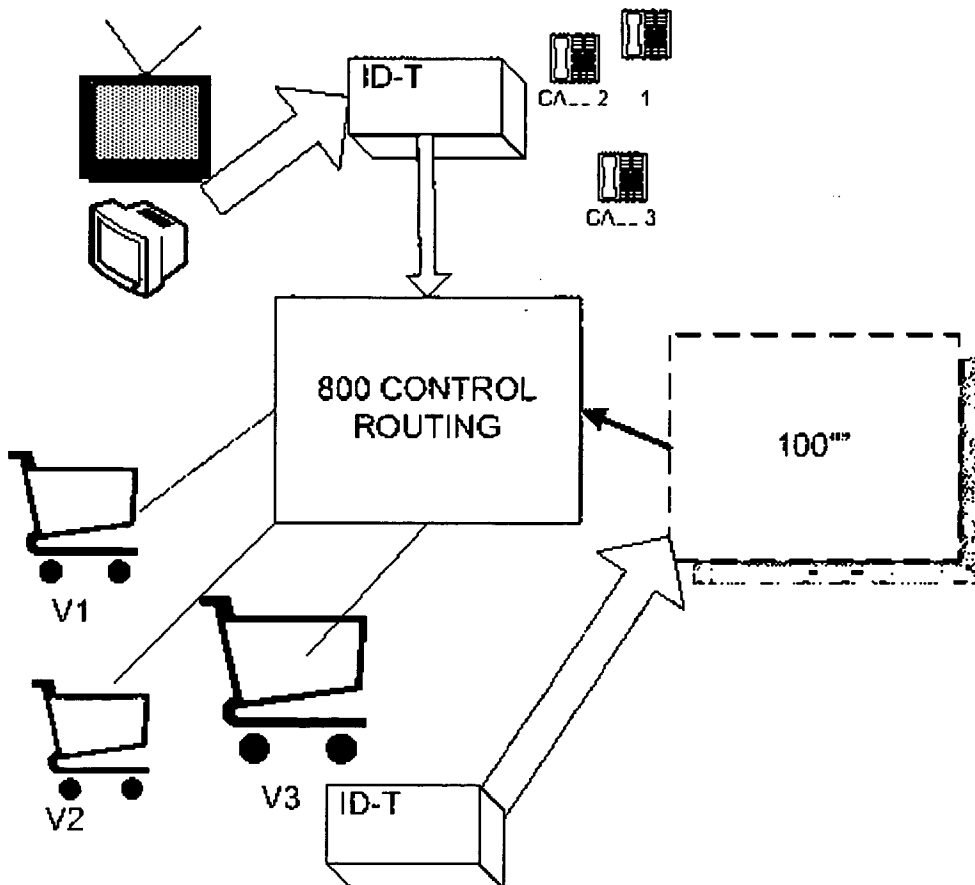


FIG. 26  
DATA FLOW

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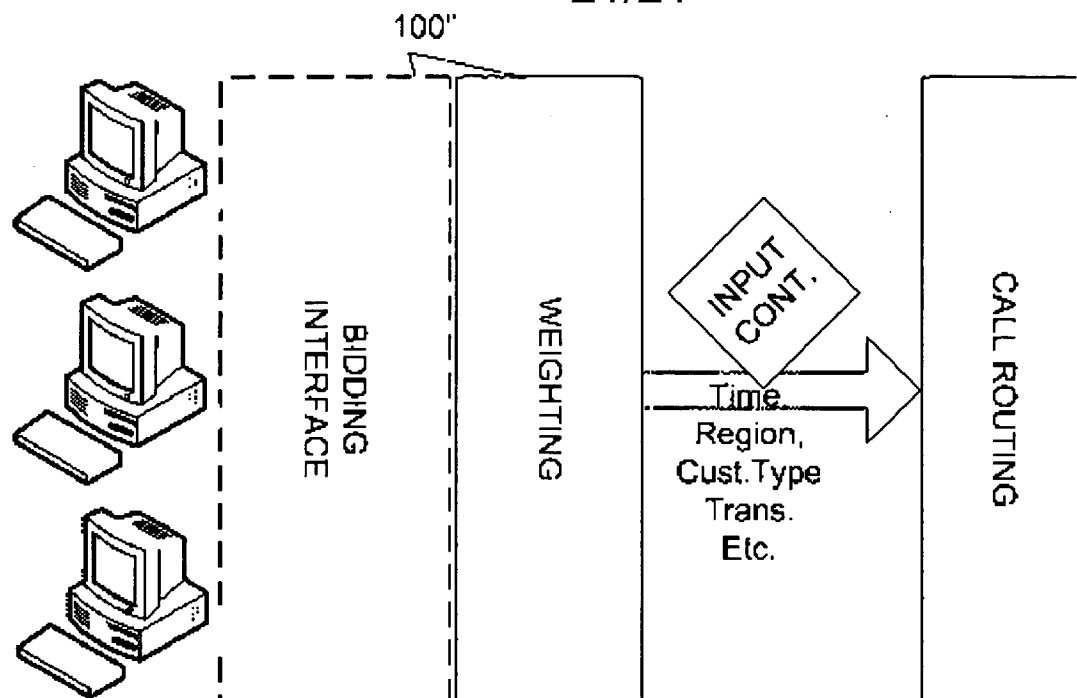


FIG. 27

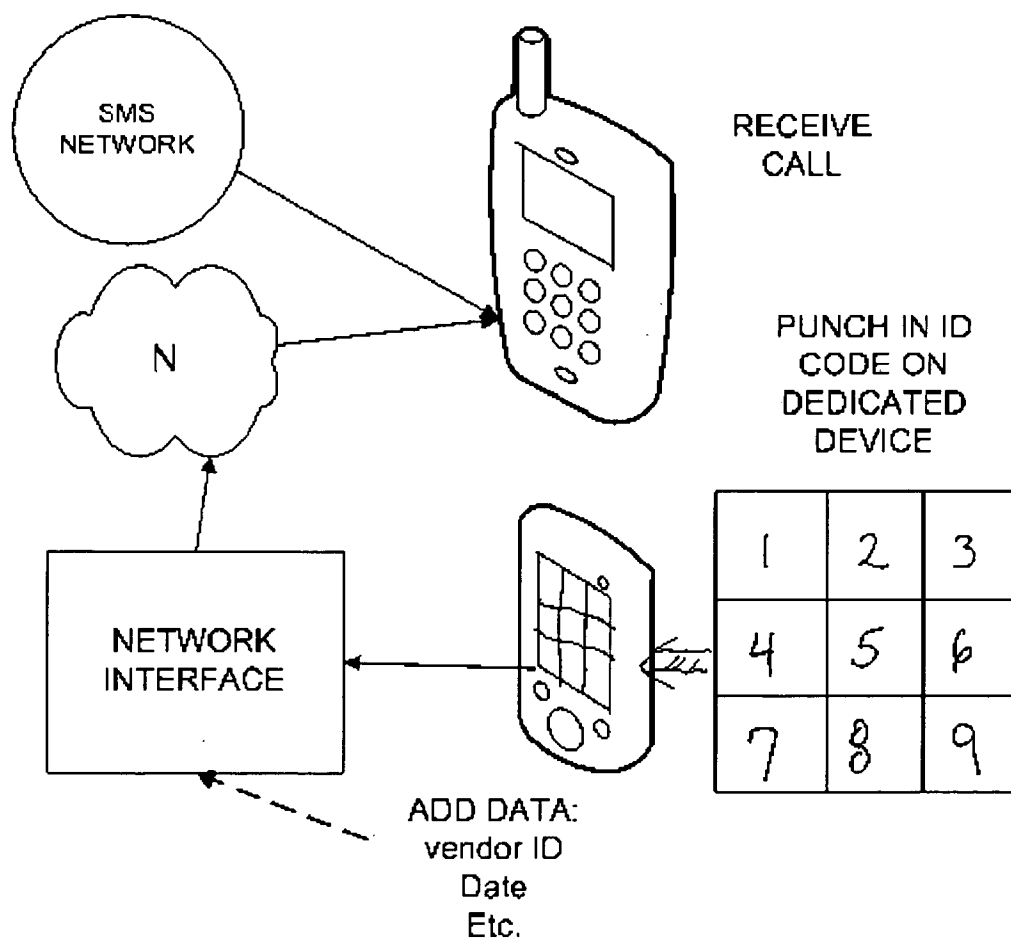


FIG. 28